What is claimed is:

1   1. A computer system for displaying targeted healthcare information to a

2   computer user comprising:

3   a. a healthcare product information selecting computer;

4   b. a plurality of devices for enabling entry of healthcare related information

5   into the system;

6   c. a database for storing the healthcare related information and healthcare

7   product information connected to the healthcare product information

8   selecting computer; and

9   d. a communications network for transmitting healthcare related information

10   from at least one of the plurality of devices to the selecting computer for

11   storage in the database, wherein the selecting computer selects

12   healthcare product information for display to the user based on the

13   healthcare related information entered from at least one of the plurality of

14   devices.

1   2. A computer system for displaying targeted healthcare advertisements to a

2   computer user comprising:

3   a. an advertising selecting computer;

4   b. a plurality of devices for enabling entry of healthcare related information

5   into the system;

6   c. a database for storing the healthcare related information and advertising

7   information connected to the advertising selecting computer; and

8   d. a communications network for transmitting healthcare related information

9   from the devices to the selecting computer for storage in the database,

10   wherein the advertising selecting computer compares the healthcare

11   related information to the advertising information and selects advertising

12   information for display to the user that is related to the healthcare related

13   information entered from at least one of the plurality of devices.

1   3. The system of claim 2 wherein the healthcare related information comprises

2   information received from a healthcare group consisting of healthcare

3   providers, patients, healthcare service organizations, pharmaceutical

4   companies, healthcare product and service vendors, pharmacies, medical

5   facilities, healthcare information services, medical record databases,

6   government agencies, non-profit organizations, health research organizations

7   and billing companies.

1   4. The system of claim 2 further comprising a database of stored non-healthcare

2   related information connected to the advertising selecting computer wherein

3   the selecting computer compares the healthcare related information and the

4   non-healthcare information to the advertising information and selects

5   advertising information for display to the user that is related to the non-

6   healthcare information.

1   5. The system of claim 2 wherein at least one of the plurality of devices is a

2   wireless portable computer device.

1   6. The system of claim 2 wherein the devices are selected from the group

2   consisting of web TV devices, personal digital assistant devices, personal
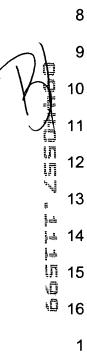
3   computers, handheld portable computers, portable computers, wireless

4   telephone devices and wireless personal access devices.

1   7. The system of claim 3 further comprising the advertising selecting computer

2   constructs a medical record for a patient using healthcare information

3   selected from at least one of the healthcare group and transmits the medical

4   record via the communications network to a computer user.

1   8. The system of claim 2 further comprising the advertising selecting computer

2   transmits a pharmaceutical advertisement to at least one of the plurality of

3   devices for display via the communications network and in response to a

4   healthcare provider user selecting the displayed pharmaceutical

5   advertisement, a prescription for a patient is initiated.

6   9. The system of claim 8 further comprising initializing parameters of the

7   prescription to values based on patient medical information.

1   10. The system of claim 2 further comprising the advertising selecting computer

2   transmits a pharmaceutical advertisement to at least one of the plurality of

3   devices for display via the communications network and in response to a

4   healthcare provider user selecting the displayed pharmaceutical

5   advertisement, a prescription for a patient is automatically created.

1   11. The system of claim 2 further comprising the advertising selecting computer

2   calculates a revenue amount to be paid to the healthcare provider for using
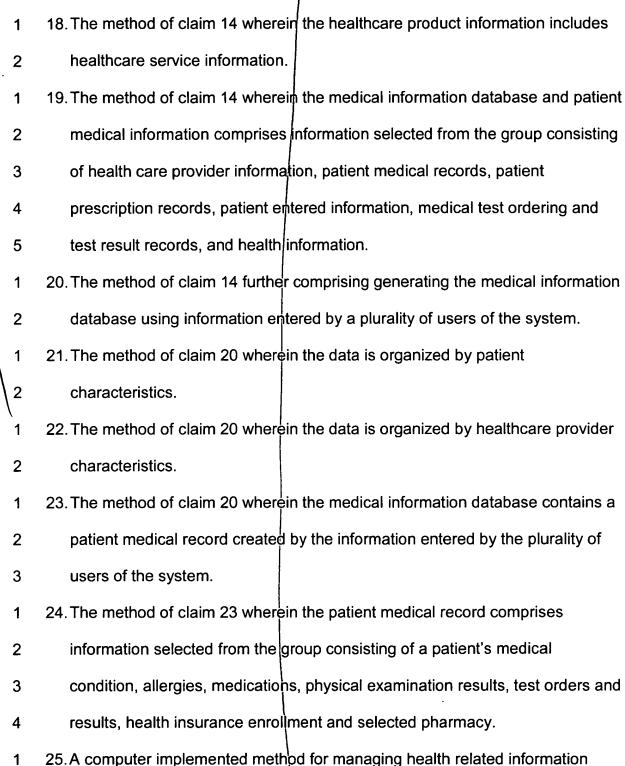
3   the computer system.

12. The system of claim 2 further comprising the advertising selecting computer calculates a revenue amount to be paid to the healthcare provider for referring patients to a health information website.

13. The system of claim 2 wherein the communications network is selected from the group consisting of a global communications network, a communications inter-network, a wide area network, a local area network, a wireless telephone network, a satellite network, an interactive television network and a cable network.

14. A method of displaying targeted healthcare product information to a computer user comprising:

  a. using a medical information database, including patient medical information, and a healthcare product information database; and

  b. in response to a request from a client computer comparing the medical related information to the health care product information database and selecting healthcare product information to be displayed to the user that is related to the medical information.

15. The method of claim 14 wherein the user is selected from the group consisting of a patient and a healthcare provider.

16. The method of claim 14 wherein the healthcare product information is an advertisement.

17. The method of claim 14 wherein the healthcare product information is a pharmaceutical advertisement.

70

1   18. The method of claim 14 wherein the healthcare product information includes

2   healthcare service information.

1   19. The method of claim 14 wherein the medical information database and patient

2   medical information comprises information selected from the group consisting

3   of health care provider information, patient medical records, patient

4   prescription records, patient entered information, medical test ordering and

5   test result records, and health information.

1   20. The method of claim 14 further comprising generating the medical information

2   database using information entered by a plurality of users of the system.

1   21. The method of claim 20 wherein the data is organized by patient

2   characteristics.

1   22. The method of claim 20 wherein the data is organized by healthcare provider

2   characteristics.

1   23. The method of claim 20 wherein the medical information database contains a

2   patient medical record created by the information entered by the plurality of

3   users of the system.

1   24. The method of claim 23 wherein the patient medical record comprises

2   information selected from the group consisting of a patient's medical

3   condition, allergies, medications, physical examination results, test orders and

4   results, health insurance enrollment and selected pharmacy.

1   25. A computer implemented method for managing health related information

2   comprising:

3   a. using patient medical information and healthcare provider information

4   collected from at least one of a plurality of sources;
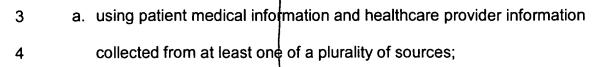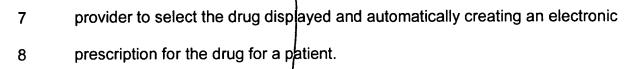
5   b. selecting healthcare product advertisements for display to a computer

6   user based on the patient medical information and healthcare provider

7   information; and

8   c. transmitting the advertisements to a computer user for display.

1   26. The method of claim 25 wherein the plurality of sources selected from the

2   group consisting of health care provider information, patient medical records,

3   patient prescription records, patient entered information, medical test ordering

4   and test result records, and health information.

1   27. The method of claim 25 wherein the product advertisements comprise

2   pharmaceutical advertisements.

1   28. The method of claim 25 wherein at least one of the plurality of sources

2   comprises collected user entered data and user actions as a user navigates

3   through an electronic web page display.

1   29. The method of claim 25 wherein the pharmaceutical advertisement is for a

2   drug.

1   30. The method of claim 29 further comprising displaying the pharmaceutical

2   advertisement for a drug on a computer screen, allowing the healthcare

3   provider to select the drug displayed and initiating an electronic prescription

4   for the drug for a patient.

5   31. The method of claim 29 further comprising displaying the pharmaceutical

6   advertisement for a drug on a computer screen, allowing the healthcare

7   provider to select the drug displayed and automatically creating an electronic

8   prescription for the drug for a patient.

1   32. The method of claim 29 further comprising displaying the pharmaceutical

2   advertisement for a drug on a computer screen and allowing the healthcare

3   provider to select the drug displayed and displaying more information about

4   the pharmaceutical.

1   33. The method of claim 30 further comprising initializing parameters of the

2   prescription to values based on the patient medical information.

1   34. The method of claim 30 wherein the electronic prescription is electronically

2   sent to a patient-selected pharmacy.

1   35. The method of claim 34 further comprising if the prescription contains at least

2   one refill, at least one prescription refill is not sent to the patient-selected

3   pharmacy and is electronically stored for the patient.

1   36. The method of claim of claim 35 wherein the electronically stored prescription

2   refill is sent to the patient-selected pharmacy upon request of the patient.

1   37. The method of claim 27 further comprising:

2   a. the patient medical information includes drugs the patient is allergic to;

3   and

4   b. in the selecting step, filtering pharmaceutical advertisements for drugs the

5   patient is allergic to prior to display.

1   38. The method of claim 37 wherein filtering comprises not displaying the drug.

1   39. The method of claim 37 wherein filtering comprises displaying the drug with a

2   warning.

1 40. The method of claim 27 further comprising:

2 a. the patient medical information includes drugs for which the patient has

3 had adverse reactions; and

4 b. in the selecting step, filtering pharmaceutical advertisements for drugs the

5 patient has had adverse reactions.

1 41. The method of claim 27 further comprising:

2 a. the patient medical information includes drugs selected from the group

3 consisting of drugs for which the patient has had an adverse reaction,

4 drugs in the same class as drugs for which the patient has had an adverse

5 reaction, drugs for which the patient's family has a history of adverse

6 reactions, drugs for which genetic profiling has indicated the patient may

7 have an adverse reaction, drugs which may interact adversely with drugs

8 the patient is currently taking; and

9 b. in the selecting step, determining pharmaceutical advertisements for drugs

10 from the group and filtering said advertisements.

1 42. The method of claim 41 wherein filtering comprises not displaying the

2 advertisements for display.

1 43. The method of claim 41 wherein filtering comprises displaying the

2 advertisement with a warning.

1 44. The method of claim 27 further comprising:

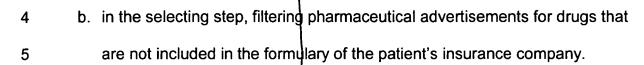2 a. the patient medical information includes drugs the patient is currently

3 taking; and

4   b. in the selecting step, filtering pharmaceutical advertisements for drugs that

5   are not included in the formulary of the patient's insurance company.

1 45. The method of claim 29 further comprising prioritizing pharmaceutical

2   advertisement display order according to an amount of revenue received for

3   displaying each pharmaceutical advertisement.

1 46. The method of claim 29 further comprising prioritizing pharmaceutical

2   advertisement display order according to an amount of revenue received for

3   displaying pharmaceutical advertisements for pharmaceuticals from a

4   selected company.

1 47. A computer implemented method for displaying targeted healthcare product

2   information to a healthcare provider comprising:

3   a. using healthcare information collected from a plurality of sources;

4   b. selecting healthcare product information for display to a healthcare

5   provider based upon information from at least one of the plurality of

6   sources and the process the healthcare provider has selected from a

7   computer display within a healthcare provider's computerized workflow

8   process; and

9   c. displaying the healthcare product information to the healthcare provider on

10   the computer display during the workflow process.

1 48. The method of claim 47 wherein the healthcare product information is

2   displayed to the healthcare provider in real-time.

1 49. The method of claim 47 wherein the healthcare product information

2   comprises advertisements for medical products.

1   50. The method of claim 47 wherein the healthcare product information

2   comprises advertisements for medical services.

1   51. The method of claim 49 wherein the medical products are pharmaceuticals.

1   52. The method of claim 51 wherein the pharmaceutical advertisements are for

2   specific drugs.

1   53. The method of claim 47 wherein the computerized workflow process

2   comprises processes selected from the group consisting of creating an

3   electronic medical record for a patient, counseling the patient, reviewing the

4   electronic medical record, updating the electronic medical record, creating an

5   electronic prescription, selecting medical tests to be performed on the patient,

6   reviewing results of medical tests performed on the patient, reviewing medical

7   reference information and electronically annotating medical reference

8   information.

1   54. The method of claim 47 wherein the healthcare information is selected from

2   the group consisting of patient medical information and healthcare provider

3   information.

1   55. The method of claim 47 wherein:

2   a. the plurality of sources further comprise information from at least one of

3   the sources selected from the group consisting of a patient medical

4   record, patient-entered information, healthcare provider entered patient

5   information, health information, medical facility entered patient information,

6   pharmacy information and insurance company entered patient information;

7   and

8   b. in the selecting step, selecting healthcare product information for display

9   to the healthcare provider based upon patient medical information,

10   healthcare provider information, and at least one of the plurality of sources

11   in step a and the process the healthcare provider has selected within

12   healthcare provider's computerized workflow process.

1   56. The method of claim 47 further comprising:

2   a. automatically selecting healthcare information from at least one of the

3   plurality of sources, wherein said sources accessed through a global

4   communications network, based on patient medical information and

5   healthcare provider information;

6   b. notifying the healthcare provider of the selected healthcare information;

7   and

8   c. allowing the healthcare provider to send the selected healthcare

9   information to a patient recipient through the global communications

10   network.

1   57. The method of claim 47 further comprising:

2   a. allowing a healthcare provider to select healthcare information from the

3   plurality of sources accessed through a global communications network;

4   b. allowing the healthcare provider to electronically annotate the healthcare

5   information for a recipient;

6   c. merging the healthcare information and the electronic annotation into a

7   information file; and

8   d. electronically sending the merged information to the patient through a

9   global communications network for display to a recipient.

1   58. A computer implemented method for displaying targeted healthcare product

2   information to a patient comprising:

3   a. selecting healthcare product information for display to a patient based on

4   the patient medical information and the healthcare provider information

5   from at least one of a plurality of sources; and

6   b. transmitting the healthcare product information for display to the patient.

1   59. The method of claim 58 further comprising selecting healthcare product

2   information for display to a patient based on the patient medical information,

3   the healthcare provider information and patient-entered data.

1   60. The method of claim 58 further comprising displaying the healthcare product

2   information on a computer display transmitted to the user via a global

3   communications network.

1   61. The method of claim 60 further comprising customizing information on the

2   display based on the patient medical information, the healthcare provider

3   information and the patient-entered data.

1   62. A computer system for displaying targeted healthcare product information to a

2   computer user comprising:

3   a. a health information manager computer program for accepting information

4   from a plurality of electronic sources accessed through a global

5   communications network and organizing the information from the plurality

6   of sources to create patient medical records; and

7   b.   using the information from at least one of the plurality of sources to select

8   healthcare product advertisements for display to a user based on the

9   patient medical records and healthcare provider records.

1   63. The system of claim 62 wherein the patient medical records comprise

2   information selected from the group consisting of patient history and

3   examination information, test order information, test result information,

4   medication information and patient-entered information.

1   64. A computer-implemented method of displaying targeted healthcare product

2   information to a computer user comprising:

3   a.   using stored medical information from a plurality of sources comprising:

4   i. for a selected patient, a patient's medical history;

5   ii. healthcare provider information;

6   iii. prescription writing habits of a healthcare provider;

7   b.   associating the medical information from the at least one of the plurality of

8   sources with stored healthcare advertisement information to select an

9   advertisement for display to a user that is related to the at least one of the

10   plurality of sources; and

11   c.   transmitting the healthcare advertisement for electronically displaying to

12   the user.

1   65. The system of claim 64 wherein the patient's medical history comprises

2   information selected from the group consisting of patient history and

3   examination information, patient test results information, patient prescription

4   information, patient-entered information and other information relating to
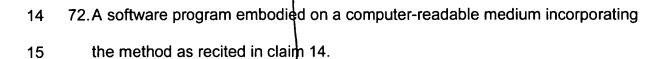
5   medical condition of the patient.

1   66. The method of claim 29 further comprising computing a revenue amount to be

2   paid to the healthcare provider for displaying targeted healthcare information.

1   67. The method of claim 29 further comprising providing revenue to the

2   healthcare provider based upon the number of patients of the healthcare

3   provider that visit at least one website.

1   68. The method of claim 29 further comprising providing revenue to the

2   healthcare provider for using the computer system.

1   69. A computer-implemented method for managing prescription refills comprising:

2   a. entering a prescription into a computer program;

3   b. if the prescription has at least one refill, storing by the computer program

4   the at least one refill;

5   c. transmitting by the computer program the at least one refill to a patient-

6   selected pharmacy;

7   d. updating the number of remaining refills and storing any remaining refills

8   by the computer program; and

9   e. repeating steps c and d until no refills remain.

10   70. The method of claim 69 wherein the refill is transmitted to a patient-selected

11   pharmacy upon a request by the patient.

12   71. The method of claim 69 wherein the refill is transmitted to a patient-selected

13   pharmacy prior to the patient using all of a current prescription.

14   72. A software program embodied on a computer-readable medium incorporating

15   the method as recited in claim 14.

1   73. A software program embodied on a computer-readable medium incorporating

2   the method as recited in claim 25.

1   74. A software program embodied on a computer-readable medium incorporating

2   the method as recited in claim 30.

1   75. A software program embodied on a computer-readable medium incorporating

2   the method as recited in claim 47.

1   76. A software program embodied on a computer-readable medium incorporating

2   the method as recited in claim 58.

1   77. A software program embodied on a computer-readable medium incorporating

2   the method as recited in claim 62.

3   78. A software program embodied on a computer-readable medium incorporating

4   the method as recited in claim 69.